****TEAM:

NAME OF BUSINESS IDEA:

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| **PROBLEM**  List top 1-3 problems you solve | **SOLUTION**  Outline a possible solution to each of the problems and its main features | **UNIQUE VALUE PROPOSITION**  Single, clear, compelling message that states why you are different and worth paying attention.  **High-level concept**  List your X for Y analogy  Eg. YouTube = Flickr for Videos | | **UNFAIR ADVANTAGE**  Something that cannot easily be bought or copied | **CUSTOMER SEGMENTS**  List your target customers and users  **Early Adopters**  List the characteristics of your ideal customers |
| **KEY METRICS**  List the key numbers that will tell you how your business is going | **CHANNELS**  List your path to customers (inbound and outbound, marketing and distribution) |
| **COST STRUCTURE**  List your fixed and variable costs | | | **REVENUE STREAMS**  List your sources of revenue | | |